

THIS & THAT

Bonnie Sibert, Director
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Fall Issue, 2004

A Newsletter for Nebraska Business Educators

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DEAR DIARY

Please allow every teacher to realize what awesome power they hold in their hands and that they are the doors through which whole new worlds of possibility can open for their students. That by understanding students, day to day, and not judging them or shutting out the many opportunities for their success, teachers can, and often do, make all the difference.

Source: Autobiography of a Dropout, Sandi Redenbach

As you begin a new school year, keep these words in mind as you encounter those inevitable challenges and triumphs with your students. The Nebraska Business Education staff at the Nebraska Department of Education is eager to provide technical assistance for you throughout the coming school year.

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Business Education	www.nde.state.ne.us/BUSED/behome.htm
Nebraska FBLA	www.nde.state.ne.us/BUSED/fbla.html



NEBUSED and NEFBLA Listserves

Has your email address recently changed? Has your inbox been void of messages generated through either the nebused listserve or the nefbla listserve? If you are not currently subscribed to these two listserves, you are encouraged to subscribe by following the directions linked on the NDE Business Education web site, which is located at www.nde.state.ne.us/bused/behome.htm. Just click on **Bus Ed Listserve**.



Welcome New Teachers!



If you are beginning your first- or second-year of teaching business, won't you please introduce yourself to us via email or phone. Bonnie Sibert maintains a distribution list of new teachers and shares electronic resources and teaching strategies each month during the school year. Please send Bonnie an email at bsibert@nde.state.ne.us if you wish to be included in the distribution list. If you attended the New Teachers session at the June INVEST Conference, you need not contact Bonnie as she has already added you to the distribution list.



Business Education and FBLA Web Site

If you have recently visited the Nebraska Department of Education Business Education and FBLA web sites, you will notice that Karen Kloch has been busy this summer transitioning our previous web site using a new software application package, Contribute. NDE has prescribed the software that all sections will use as well as the format. Although we would like to be able to provide drop-down menus, that is not an option. Should you encounter difficulty viewing or downloading any of our resources, won't you email Karen at kkloch@nde.state.ne.us. Suggestions for additions or changes are always welcome!



Elementary Keyboarding

Looking for strategies and resources to implement elementary keyboarding in your school's curriculum? Then you will want to register for the one-day workshop offered on November 18 from 9 a.m. to 3 p.m. at the Nebraska Department of Education's Technology Center. Led by Bonnie Sibert and Bev Newton, the workshop offers elementary keyboarding teaching strategies as well as hands-on opportunities at the keyboard. The participants will also review leading elementary keyboarding software packages. Teams consisting of an elementary teacher, computer teacher and/or a business teacher are encouraged to participate. The workshop cost is \$15 per person. You can register online at www.nde.state.ne.us/TECHCEN/training.html.



*"Union
of the weakest
develops strength
not wisdom.
Can all men,
together, avenge
one of the leaves
that have fallen in
Autumn? But the wise
man avenges by
building his city in
snow".*

-Wallace Stevens

1879-1955

American
Poet



INVEST Conference Highlights

A total of 162 business teachers represented the largest discipline group in attendance for the summer conference held in Kearney. A record 750 Nebraska educators participated in sessions that covered topics such as handhelds, creative teaching strategies, desktop publishing, technology scope and sequence, middle school economics, cyber ethics, accounting, developing strategic readers and much more. Mark Snyder's five presentations seemed to be the most popular. In case you missed getting his handouts, they can be accessed at <http://msaconsulting.home.att.net>. Bev Newton and the FBLA Board of Directors provided specialized training for 49 FBLA advisers as they mapped out their FBLA program of work for the coming year.

*Preparing
America's Future*



The *What's New* section at www.nde.state.ne.us/BUSED/behome.htm features a large number of business teachers and business programs that were recognized throughout the conference. Check out the *What's New* section to see the business educators that were recognized as ACTEN award winners, Excellence in CTE Award winners and the BEST award winners.

NSBEA Spring Conference Moves

The NSBEA Executive Board voted to hold the NSBEA spring conference in conjunction with the 2005 INVEST Conference, which will be held in Kearney, June 6-9, 2005. President Toni Landenberger appointed Deb Wolken to serve as conference chair. Deb will coordinate planning with Bonnie Sibert incorporating the NSBEA spring conference structure into INVEST. Business education sessions will begin on Monday afternoon at 1 p.m., June 6 and conclude with the NSBEA business meeting after the NSBEA/DPE Banquet (formerly the Business Education Banquet) on Tuesday evening, June 7. The hands-on workshops, DPE and NSBEA executive board meetings, sessions and presentation of awards normally held during the spring conference will be fully incorporated into the first two days of the INVEST Conference.

Nebraska Fed Challenge Competition

Westside High School took first place honors at the Fed Challenge at the Omaha Branch of the Federal Reserve Bank of Kansas City on March 25, 2004. Aurora High School received runner-up honors. Eleven teams participated in the academic competition for high school students, which asked students to analyze the economy using economic indicators and make a recommendation on the stance of monetary policy, just as the Federal Open Market Committee (FOMC) does when they meet eight times each year.

At the Fed Challenge competition, five-member student teams prepared a 15-minute presentation and then faced a panel of judges for a question-and-answer session. Teams were scored on their understanding of the Federal Reserve and monetary policy, research and analysis, teamwork and presentation skills.

The participating schools and teachers were: Aurora High School, Dave Long; Creighton Prep High School, Micah Baughman; Elkhorn High School, Mary Kay Eggers; Lincoln Northeast High School, Carol Mathias; Omaha Benson High School, John Schultz; Omaha Bryan High School, Joseph Carnazzo; Omaha Burke High School, Jaymie Phillips; Omaha North High School, Alison Mosley; Omaha Northwest High School, Kim Kromberg and Amy Burk; Omaha South High School, Charnella Mims and Westside High School, Tom Carman.

Continued on Page 7.

ESU Fall Workshops—Business Teacher Swap Shop

Are you interested in networking with colleagues who are also trying to revamp their curriculum? Bonnie Sibert and/or Bev Newton of the Nebraska Department of Education invite you to meet other business educators at the Business Teacher Swap Shops. All Nebraska secondary or postsecondary business teachers and preservice students attending the 9 a.m. to 3 p.m. ESU workshops will walk away from this workshop with new teaching strategies. Learn how to increase academic achievement in Business Education by improving students' ability to read. *Strategies to Engage the Mind of the Learner: Building Strategic Learners* by Rachel Billmeyer will frame the morning's agenda.

During the afternoon, come ready to participate in the Business Education Swap Shop, where teachers will share ideas on motivation and instructional strategies as well as swap lesson plans for courses such as Accounting, Personal Finance and technology-related courses. **Please bring copies of a teaching strategy to share with your peers or bring a favorite textbook or resource that you want to share with others.** The number of copies needed depends on the average size of the workshop site. In most cases, 25 copies will be adequate. Don't forget to bring your current *Nebraska Business Education Framework* to the workshop. See you at the Swap Shop!

To register for the workshop, please call or email the host ESU at least 10 days prior to the workshop you plan to attend. You can select the workshop that best fits your schedule and register with the appropriate ESU.

- **Omaha**, ESU 3 - September 7, 9 - 3 p.m.
Preregister through ESU 3 by calling (402) 597-4884
- **Auburn**, ESU 4 - September 14, 9 - 3 p.m.
Preregister through ESU 4 by calling Mitzi, Margaret or Sue at (402) 274-4354, \$10 fee
- **Beatrice**, ESU 5 - September 15, 9 - 3 p.m.
Preregister through ESU 5 by calling (402) 223-5277
- **Milford**, ESU 6 - September 16, 9 - 3 p.m.
Preregister through ESU 6 by calling (402) 761-3341, \$10 fee
- **Fremont**, ESU 2 - September 22, 9 - 3 p.m.
Preregister through ESU 2 by registering online at www.esu2.org
- **Neligh**, ESU 8 - September 23, 9 - 3 p.m.
Preregister through ESU 8 by calling (402) 887-5041
- **Omaha Public Schools** - October 4, a.m.
- **Ainsworth**, ESU 17 - October 5, 9 - 3 p.m.
Preregister through ESU 17 by calling (402) 387-2520
- **Hastings**, ESU 9 - October 6, 9 - 3 p.m.
Preregister through ESU 9 by calling (402) 463-5611, \$8 fee
- **Kearney**, ESU 10 - October 13, 9 - 3 p.m.
Preregister through ESU 10 by registering online at www.esu10.org
- **Holdrege**, ESU 11 - October 14, 9 - 3 p.m.
Preregister through ESU 11 by calling (308) 995-6585
- **Scottsbluff**, ESU 13 & 14 - October 19, 9 - 3 p.m. (ESU 13)
Preregister through ESU 13 by calling (308) 635-0661
Offered in conjunction with the NSBEA Fall Conference. For a small fee, lunch will be provided by NSBEA.
- **North Platte**, ESU 15 & 16 - October 20, 9 - 3 p.m. (1221 West 17, North Platte)
Offered in conjunction with the NSBEA Fall Conference. For a small fee, lunch will be provided by NSBEA.
Preregister through ESU 15 by calling (308) 334-5160
Preregister through ESU 16 by calling (308) 284-8481 or email dfrates@esu16.org
- **Columbus**, ESU 7 - November 10, 9 - 3 p.m.
Preregister through ESU 7 by calling (402) 564-0815, Paulette Wieser
- **Wakefield**, ESU 1 - November 11, 9 - 3 p.m.
Preregister through ESU 1 by calling (402) 287-2061, \$10 fee

You are never given a dream



without the power to make it come true.

NSBEA Fall Conferences

**Omaha—Saturday, October 9
9:00 to Noon (lunch to follow)**

Come and discover what business and industry is really looking for! Plans for the 2004 NSBEA Fall Conference are under way. This year's event is planned to take place in the downtown Omaha area. Plans for two tours are currently underway, one of them being the all new Gallup Campus located on Omaha's recently developed Riverfront. A second tour will be planned for the morning as well, also in the downtown area. More details will be shared in the near future via the nebused listserve and the NSBEA web page at www.nsbea.org.

Following the tours, lunch is planned just steps from Gallup at Rick's Boatyard Cafe. Rick's offers a menu

with a variety of choices, including seafood, salads, sandwiches, pastas, steaks and much more.

The tours and lunch will conclude at Rick's Boatyard with the NSBEA board meeting to follow. Consider visiting other areas in Omaha to see changes that have taken place in the city recently. The Old Market has a variety of shops and spots to visit on an October afternoon, consider the offerings at the Omaha Community Playhouse or plan to do a bit of shopping at one of Omaha's great malls or shopping centers. If you have not already visited the new Village Pointe Mall, consider doing so—it is located just south of 168th and West Dodge Road.

Make sure to save the date—Saturday, October 9 and watch for

more specific details on tours and registration, coming soon!

**Scottsbluff—October 19, 9 to 3 p.m.
North Platte—October 20, 9 to 3 p.m.**

ESU 13 in Scottsbluff and ESU 16 in North Platte will each be the site for the Business Education ESU Workshops being given by Bev Newton. For a small fee, lunch will be provided by NSBEA. The fee will be collected onsite the day of the workshop. **To register for the workshop, call either ESU 13 or 16.** For further information about the Scottsbluff luncheon, contact Jo Ann Wilson, joannw15@bbc.net at Morrill or Ellen Ramig, eramig@panesu.org at Mitchell. For further information about the North Platte luncheon, contact Celeste Rogers, crogers@esu10.org at Sandhills.

Economics is Everywhere!

Twelve middle school students learned about economics during the first ever "Economics is Everywhere!" summer day camp at UNL. The first annual economics camp for middle level students took 12 campers on a journey into the exciting world of economics during the week of June 21-25. This camp is anticipated to be run annually (please check www.cba.unl.edu/outreach/econed/cee/index.html for the dates, application form and agenda for next year as well as photos and quotes from this year). The Southeast Research & Extension Center and the Lincoln Downtown Optimist Club generously provided scholarships.

Dr. Tammie Fischer, Director of the UNL Center for Economic Education, along with two Lincoln Public School middle level teachers (Lori Luedtke from Scott and Dani McNeese from Pound) facilitated the camp with the assistance of two economics graduate students, Carlos Asarta and Jennifer Petersen.

The camp, hosted by the UNL Center for Economic Education, took place



in the College of Business Administration building on the UNL downtown campus, providing a convenient launching pad to visit local businesses. Participants investigated how money is earned, saved and spent, and had a lively discussion with U.S. Bank President Steve Irwin. A downtown movie theater became the classroom as students learned about the economics of entertainment, and they spent time researching the economic impact of Napster on-line. Students went on an economics scavenger hunt during their trip to the state Capitol as they expanded their knowledge on the role of local and state government by meeting with the Mayor and other government officials. They became experts on the global economy through the example of the Big Mac, and listened to a volunteer from 10,000 Villages discuss how buying crafts impacts the lives of individuals thousands of miles away. Finally, students experienced Husker economics with a personal meeting with one of the Husker's new quarterbacks and

a tour of Memorial Stadium complete with an impromptu football game on the field! To add an aspect of reality to the camp, the students were able to earn, spend and save currency called "Eco-Bucks." Asking good questions and giving good answers was rewarded with an "Eco-Buck", which were then used to purchase needs like bus fare and wants like beverages, desserts and other treats during the five-day camp, or saved to use in an auction of Husker goods at the end of the week.

We received the following feedback from the students: "I hope you have another economics camp next year!" and "This camp makes economics come alive!"

The feedback we received from parents included "We are impressed that you have put this together. It is very valuable, and you have obviously put a lot of thought, planning and coordination into it" and "Most valuable is that she learned economic terms and concepts and how to make wise saving and spending decisions."

Cyber Bullying—National i-SAFE Survey Finds Over Half of Students Are Being Harassed Online

Carlsbad, CA, June 28, 2004—The Internet is becoming the 24/7 playground for bullies looking to humiliate their peers. i-SAFE America, an Internet safety education foundation, announced results of a national study among 1,566 students (grades four to eight) who are online. The results are:



- 57 percent of students said someone has said hurtful or angry things to them online with 13 percent saying it happens “quite often”
- 53 percent of students admit saying mean or hurtful things to someone online with 7 percent admitting to doing it “quite often”
- 35 percent of students have been threatened online with 5 percent saying it happens “quite often”
- 42 percent of students have been bullied online with 7 percent admitting it happens “quite often”
- 20 percent of students have received mean or threatening e-mails
- 58 percent of students have not told their parents or another adult about someone being mean or hurtful to them online



“Cyber bullying is the latest trend in childhood harassment,” said Teri Schroeder, president of i-SAFE. “With a click of a mouse, bullies can extend their harassment to their victim’s home. It’s more important than ever that kids are educated about cyber bullying and parents are aware of their child’s Internet behavior.” Bullying is being taken

to the next level; some of today’s adolescents—a generation that is always connected and always wired—are falling victim to harassment in chat rooms, email, web sites and instant messages says Schroeder.

If you have never heard of the i-SAFE curriculum, the 2005 INVEST Conference will provide hands-on training on the i-SAFE curriculum on Thursday, June 9. In addition ESUs will be offering training throughout the year. Check with your media specialist to see if your school already has the i-SAFE curriculum and make plans to incorporate a unit on Cyber Bullying in each of your keyboarding and computer application courses.

i-SAFE offers a Cyber Bullying supplement to their educational curriculum in schools—grades four through eight. Students learn “netiquette” or rules to use on the Internet and how to keep from being bullied online. In addition, students learn what to do if they are being cyber bullied. The tips are:

- Tell a trusted adult about the bullying and keep telling until the adult takes action.
- Don’t open or read messages by cyber bullies.
- Tell your school if it is school related. Schools have a bullying plan in place.
- Don’t erase the messages—they may be needed to take action.
- Protect yourself—never agree to meet with the person or with anyone you meet online.
- If bullied through chat or instant messaging, the “bully” can often be blocked.
- If you are threatened with harm, inform the local police.

i-SAFE was developed in 1998 to work with schools and the community to educate people on Internet dangers. The program started by educating children about sexual predators in chat rooms, but now has expanded to teaching children about plagiarism, theft of intellectual property, cyber security and personal safety. The i-SAFE Internet safety education program is already implemented in schools in each of the 50 states. For additional information on i-SAFE America, visit www.isafe.org.

School District Changes

Ever wonder how many schools are in Nebraska? The Nebraska Department of Education recently completed compiling a history of the counts of school districts since 1997-98.

- Class I’s—any school district that maintains only elementary grades: 1997-98 = 354 2004-05 = 321
- Class II-VI 1997-98 = 284 2004-05 = 257
- Total Districts: 1997-98 = 604 2004-05 = 488

October 26 Seminar Helps Students Grow Businesses

Yes! The Phi Beta Lambda chapter from Midland Lutheran College is excited to invite you and your students to the 2004 *Entrepreneurship Day*.

An already proven success, this event will be a fun, educational day for 10 of your most distinguished students interested in rich opportunities of entrepreneurship spirit that can lead each one of them toward realization of their own "American Dream."

This project was originally designed with an idea to provide an enriching experience, which will additionally enhance all participants' critical skills to survive in the capitalistic system by developing a sense of importance for careful **planning** and **preparation** in today's fast-paced society. Hence, to fully develop these critical skills this project will virtually provide each one of your students with an opportunity to own a business for one day. The schedule for mastering designated activities will be tight and demanding, all for the purpose of one thing—to develop critical entrepreneurship skills for survival and success in today's fast-paced society.



Your students will be operating their businesses from "Smallsville" (*Curious? Come and find out!*). Some of the activities that they will have to master will be the following:

- ✓ Create a particular type of business assigned to each group
- ✓ Obtain a loan to start a business
- ✓ Produce a physical store layout in Smallsville
- ✓ Update financial statements
- ✓ Create attractive TV commercials and company logos
- ✓ Pay off all bills that go along with doing business

And finally, proper awards will be handed to the teams that were best prepared, most efficiently ran their business and recorded the best TV commercial. In addition to all of this, experienced business speakers will accompany our project by sharing their success stories.

In conclusion, Midland Lutheran College wants your participation at the "*Entrepreneurship Day*." So, mark your calendars for October 26 from 10:30 a.m. to 2:30 p.m. and your students will be provided with an unforgettable experience. If you are interested, please send an email to Rita Bristol at bristol.mlc.edu.

Entrepreneurship Resources

An electronic newsletter sponsored by the Kauffman Foundation of Kansas City entitled the *National Dialogue on Entrepreneurship and e-News* featured the following new books as a "must have" for followers of the entrepreneurial economy.

Thomas W. Malone, *The Future of Work: How the New Order of Business Will Shape Your Organization, Your Management Style, and Your Life*. Cambridge: Harvard Business School Press, 2004

Thomas Malone has been the director of MIT's "Inventing the 21st Century Organizations" program for many years, so he has thought long and hard about how technology is changing the ways we live and work. His basic message is that decentralization will create both new challenges and opportunities. Malone contends that the old command and control system will be replaced by "coordinate and cultivate." Under this new model, workers will be more independent, looking more like free-lancers than employees. But, this system creates challenges for managers who will need to share power and resources, and more importantly, find new ways to coordinate these teams of independent workers. This is not a ten-step guide to managing in the new economy—the book is more of an analytical look at these new organizational structures and their impacts.

Nicholas Carr, *Does IT Matter? Information Technology and the Corrosion of Competitive Advantage*. Cambridge: Harvard Business School Press, 2004.

In 2003, Nicholas Carr ticked off a lot of people when he wrote a Harvard Business Review article that claimed that information technology (IT) had become a commodity and was no longer essential to a firm's competitive advantage. That article has now been expanded into a book, but the basic thesis remains the same. Carr argues that executives must now treat IT as simply another part of the business; it should no longer drive a company's strategy. This also means that firms should spend less on IT, and that claim certainly doesn't sit well with IT companies. Even if you disagree with Carr, this is a provocative book that will make you think about where IT fits in with business or the local economy.



Sharon Whitely, Connie Duckworth, and Kathy Elliott, *The Old Girl's Network: Insider Advice for Women Building a Business in a Man's World*. New York: Perseus Books Group, 2003.

This book should be a useful read for women who are seeking to build high-growth ventures. The authors have been entrepreneurs and angel investors and offer frank, no-holds-barred advice for women who want to pursue this path. The book is written in an accessible, how-to format. Topics include exit strategies, raising capital and networking. The book also includes self-assessment tests, and templates for key forms and documents.

New Entrepreneurship Standards Revealed

The Consortium for Entrepreneurship Education asked entrepreneurs throughout the United States to tell them “what they do as an entrepreneur and what they needed to know to do it.” The result was three interlocking curriculum areas that are the gears that will keep our entrepreneurial culture strong and our economy moving forward into the future—Entrepreneurial Skills, Ready Skills and Business Functions.

The Consortium provides a Toolkit for the National Content Standards for Entrepreneurship Education, which is designed to give you the standards and performance indicators framework necessary for developing curriculum for entrepreneurship programs as a lifelong learning process (www.entre-ed.org/Standards_Toolkit/).

The National Content Standards for Entrepreneurship Education and the related Toolkit are the property of the Consortium for Entrepreneurship Education. Individuals and organizations interested in developing new products, programs and initiatives to support entrepreneurship education are granted permission to download, copy and use all or parts of the Standards and Toolkit on the condition that credit is given to: The Consortium for Entrepreneurship Education, Columbus, Ohio www.entre-ed.org.

Continued from Page 2.

Westside High School advanced to the national Fed Challenge competition May 1-3 in Washington, D.C., and faced seven other Federal Reserve District finalists at the Federal Reserve Board of Governors. There the students were quizzed by directors of research from Reserve Banks, Fed presidents and members of the Board of Governors.

Students in the Fed Challenge compete for a variety of monetary awards and scholarships, courtesy of Citibank. Although the Westside students did not place in the top 4, they did walk away with \$7,500 in scholarships for the 5-person team to divide. Their school received a \$1,500 grant to advance their economics curriculum as well as an award of \$1,000 to their teacher, Tom Carman. As the state runner-up team, Aurora High School received a \$2,000 grant from Citibank, which can be used to advance the economics curriculum in the school.

The 2005 Fed Challenge competition will be advertised on the nebused listserve at a later date. For more information, contact Jennifer Sand, Public Affairs Coordinator, jennifer.m.sand@kc.frb.org or call 800.333.1040, Ext. 5560.

MNGT150 Renamed as Business Administration 150

The successful completion of Management 150 has been required for all students seeking a degree from the College of Business Administration at the University of Nebraska-Lincoln. Management 150 has been a basic-skills computer course designed to make sure that every CBA student knows how to use Word and Excel well enough to complete assignments in future CBA courses. The course, intended for freshman and sophomore students, should be taken during one of the first two college semesters. Management 150 has been renamed Business Administration 150.

Starting with the fall of 2004, the course will cover Power Point and Access in addition to Microsoft Word and Microsoft Excel. After completing the course, students should be able to use all of these four programs at a basic level.

A total of 46 high schools have been providing a FREE testout option for their high school students. At present it costs each UNL student \$181 to take the course or \$96.50 to testout of the course while at UNL. Secondary business departments are encouraged to take advantage of this wonderful partnership opportunity.

For 2004-05, other changes in the BSAD 150 testout process will include:

- One teacher coordinator from a high school will complete the Waiver Application Form once during 2004-05. Even though you may have been registered during 2003-04, it will be necessary for you to complete the Waiver Application Form. After next year, unless the teacher coordinator changes, it will not be necessary for a teacher coordinator to submit the waiver every year.
- The exams will not be emailed to the teacher coordinators. Instead, each teacher coordinator will receive login information and a password, which will allow the teacher coordinator to access student codes. These student codes will be used by the high school students to access the four exams via any web browser at any time throughout the semester or school year.
- Testing is being provided through Prentice Hall's *Train and Assess IT* software. The Access test will be basic but the Excel test will be more challenging. Students will be able to test in either Office 2000 or Office XP.
- Exam data will be reported through the web site by the teacher coordinator at the end of each grading period, OR the teacher coordinator may choose to enter all of the data at one time at the end of the year.

All the information regarding this course will be posted after August 1, 2004 at www.cba.unl.edu/dept/busadmin/admin

Leadership Tools You Can Use

Barton Goldsmith, Ph.D., provides the following top tools used by the most successful leaders. Some of these are already in your toolkit, others you may have forgotten. Keep this list handy as a reminder of time-tested solutions that will make you and your business team or FBLA officer team shine.

- 1. Use the power of the pen.** Recognition is the number one motivator. A simple thank you note is more important than money to most people. Break out the fancy pen you got for your birthday and say thanks to the people who helped to get you there.
- 2. Understand the importance of emotions.** Feelings are a part of daily life and daily business. When people get hurt feelings, they become poor performers, so make sure you deal with these issues sooner, rather than later.
- 3. Great leaders have one thing in common—Passion!** If you're not turned-on about what you're doing, your team won't be either, so show them that you're excited and watch them get fired up.
- 4. Communication is the most important thing in any business relationship.** If you don't use effective business communication skills, you're leaving money on the table and not getting the most out of your people. Don't be afraid to take a brush-up course and listen to hints from those who are in the positions you want. Chances are they got there because they're great communicators.
- 5. Do an organization evaluation at least once a year.** Ask your team members to respond in writing to important questions like, "What do we need to change?" and "What do we need to keep doing more of?"
- 6. Create an organization mentoring program.** Every person in and entering your organization should have a mentor. A mentor's job is to help a new or junior staff member feel welcomed as well as to answer any questions. Having a mentor builds confidence and creates motivation to go above and beyond.
- 7. Make sure your teams are balanced with both Innovators and Implementers.** If everyone on a team is an Innovator, nothing will get done. Similarly, a team of only Implementers will create nothing new. To make sure you have a balanced team, utilize the free test (called the g3i) on the web site www.BartonGoldsmith.com.
- 8. Achieve goals by getting team member buy-in.** If your people have input into your goals they will put more energy into helping you achieve them. Ask them what they think and you'll get their dedication in return.
- 10. Implement a knowledge lunch.** Keep your team up to date by having a lunch meeting once a week where you discuss your organization.
- 11. Don't just be a manager, be an evangelist.** You need to believe in what you and your organization are doing and to share the power of that belief with your team members. A good leader can't become great if he or she doesn't inspire faith in their organization.
- 12. Pursue failure.** Failure is not an ending; it is a stepping stone to the right answer. Stop beating yourself up for mistakes and see them as an opportunity to begin again with additional information, knowledge and experience.
- 13. Remember that the "fish" stinks from the head down.** That means everything that you are responsible for, everything that goes right, and anything that goes wrong. Remembering that leadership is the most important component of your organization, and that the buck stops with you will help you keep your "fish" fresh.
- 14. Having fun increases productivity and profit.** In organizations where people have fun, the productivity and the profit are higher. The American Psychological Association has published surveys about this, and it's a fact. Take the example of Southwest Airlines—do you know that "a sense of humor" is on their job application?
- 15. Beware of invalidation.** The number one motivation killer is making a team member feel "less than." If you mistakenly say the wrong thing to someone, apologize immediately. You'll look like a responsible leader rather than an insensitive bully.
- 16. Learn to ask powerful questions.** The right question at the right time can eliminate major problems or help a team member find the best answer available.
- 17. Learn to deal with difficult people.** There are specific techniques to deal with different types of people. Learn how to tell avoidance from arrogance and denial from insecurity. These tried and true tips will help guide you to make the right decisions at the right times, for the right reasons. Leadership is an art form, and the best of the best use many of these proven techniques.

About the Author: Dr. Barton Goldsmith is a highly sought-after keynote speaker, business consultant and nationally syndicated author. His columns appear in over 150 publications, including the *Los Angeles Business Journal*. He may be contacted through his Web site: www.bartongoldsmith.com. This article was reprinted from *IAAP Bits & Bytes* 11 May 2004.



Change is like a curve in the road. It's not a problem unless you forget to turn.

Business Educators in the News

Association for Career and Technical Education of Nebraska

Kim Kromberg, Omaha Northwest High School
Outstanding Business Education Teacher and
Outstanding CTE Teacher

Excellence in CTE Awards—

Outstanding CTE Programs

Columbus High School—Business Department
Bellevue East/Bellevue West High Schools—Student
Help Desk
Southeast Community College—Business
Administration Program

Mt. Plains Business Education Association

Mona Schoenrock, Columbus High School
Share an Idea, 1st Place and MPBEA Past President
Wanda Samson, Fremont High School
Share an Idea, 2nd Place and MPBEA Treasurer
Murleen Bellinger, Waverly High School
Share an Idea, 3rd Place
Sue Sydow, Lyons-Decatur High School
MPBEA Secretary
Dennis Krejci, Tri County High School
NSBEA Membership Director and MPBEA State
Representative

Nebraska Council on Economic Education—

The Stock Market Game

Sid Conrad, Norris High School
Sponsor, Fall 2003, 1st & 3rd Place,
Middle School Division
Sponsor, Spring 2004, 2nd Place, High School
Division
Sponsor, Essay Winner, Middle School Division

Michele Pella, Lincoln East High School
Sponsor, Spring 2004, 1st Place, High School
Division

Brian Kabourek, Lincoln East High School
Sponsor, Fall 2003, 2nd Place, High School Division

Shawna Koger, Arlington High School
Sponsor, Essay Winner, High School Division

Carla Watson, Scott Middle, Lincoln
Sponsor, Spring 2004 3rd Place, Middle School
Division

Marla Prusa, Howells High School
Sponsor, T-Shirt Contest Winner

Nebraska Council on Economic Education—

Economics Challenge Event

Sid Conrad, Norris High School
Sponsor, State Champions

Dave Long, Aurora High School
Sponsor, State Runner Up

Nebraska Future Business Leaders of America— National Leadership Conference

Jim Marsh, Raymond Central High School
Outstanding Local Adviser

NLC Winners:

Sarah Meyer, Aurora High School
National Who's Who in FBLA

First Place:

Angela Reynolds, Katie Krause and Alice Reynolds,
Wood River High School
Will Echtenkamp, Centura High School
Parliamentary Procedure Team

Second Place:

Jennifer Shafer of Cambridge High School
Business Procedures
Sherilyn Foreman, Shana Norris and Elizabeth Henry,
Bellevue West High School
Community Service Project
Megan Hansmire of Fairbury High School
Word Processing II

Third Place:

Mikaela Shrader, Angie Buck and Morgan Smith,
Elmwood-Murdock High School
American Enterprise Project
Tim Kliewer, Heartland High School
Banking and Financial Systems
Jennifer Laun and Renae House, Meridian High School
Business Plan
Cassie Beethe, Tecumseh High School
Business Procedures

Fourth Place:

Jenna Epp, Tri County High School
Introduction to Business Communication
Emily Hilgenkamp, Arlington High School
Public Speaking II
Brandon Gufford, Cambridge High School
Technology Concepts

Fifth Place:

Jason Zoz and Logan Ronhovde, Elmwood-Murdock
High School
Multimedia Presentation
Olga Vasilieva and Kim Moore, Bellevue West High
School
Partnership with Business
Mitchell Andrews, Waverly High School
Programming C++

America's Most Successful High Schools: Case Studies and Resources on Best Practices

Bill Daggett of the International Center for Leadership in Education provides a recently completed *Bringing Best Practices to Scale* web site at www.leadered.com. A partnership with the Council of Chief State School Officers and the Bill and Melinda Gates Foundation has resulted in this web site that features model high schools.

This compendium presents the findings from a study of 30 high schools that were included in the *Bringing Successful Practices to Scale* initiative. These schools provide great insight into how high schools can help *all* students complete a rigorous and relevant curriculum. There is no one formula for a successful high school; however, certain characteristics appear to be consistent across the high schools. They are:

- Focusing instruction around students' interests, learning styles and aptitudes through a variety of small learning community approaches, most commonly academies
- An unrelenting commitment by administrators and teachers to excellence for all students with a particular emphasis on literacy across the curriculum
- A laser-like focus on data at the classroom level to make daily instructional decisions for individual students
- An extraordinary commitment of resources and attention to 9th grade students
- A rigorous and relevant 12th grade year
- High-quality curriculum and instruction that focuses on rigor, relevance, relationships and reflective thought
- Solid and dedicated leadership
- Relationships driven by character education
- Sustained and supported professional development



A Newsletter for Nebraska Business Educators

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DATES TO REMEMBER

August 12, 2004. . . Elementary Keyboarding Workshop, Nebraska Dept. of Education, Lincoln
September 2004 ESU Business Education Workshops
September 10, 2004 FBLA Fall Leadership Conference Registration Deadline
September 28, 2004. FBLA Fall Leadership Conference, Kearney
September 29, 2004. FBLA Fall Leadership Conference, Omaha
October 9, 2004 NSBEA Fall Meeting, Omaha
October 19, 2004 NSBEA Fall Meeting, Scottsbluff
October 20, 2004 NSBEA Fall Meeting, North Platte

It is the policy of the Nebraska Department of Education not to discriminate on the basis of sex, disability, race, color, religion, marital status, age, or national origin in its education programs, admission policies, employment, or other agency programs.

This newsletter was funded by the Carl D. Perkins Vocational and Applied Technology Educational Act, Grant #V048A1002700 with the State of Nebraska.

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